

mappiness maps happiness across space in the UK

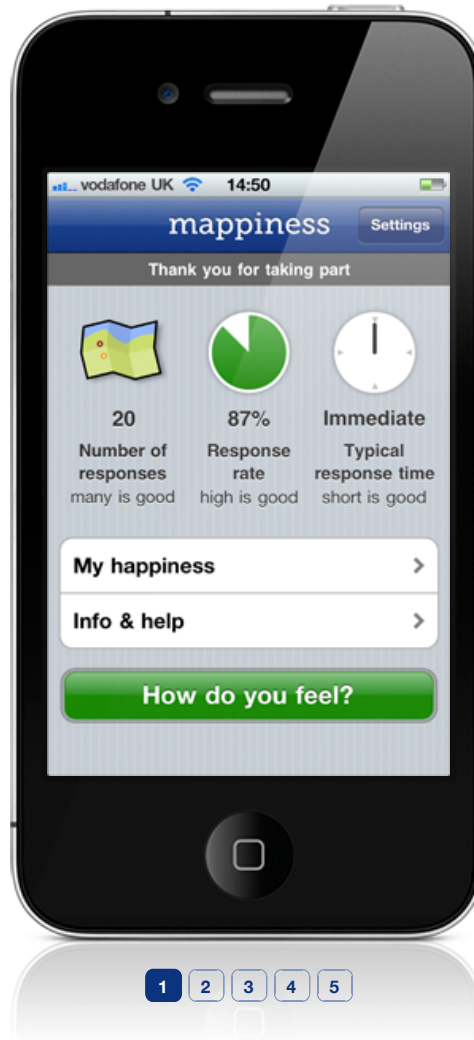
mappiness is a free app for your iPhone

It's part of a research project at the London School of Economics

We'd love to have you on board!

how does it work?

- You [get mappiness from the App Store](#), open it, and sign up
- We beep you once (or more) a day to ask how you're feeling, and a few basic things to control for: who you're with, where you are, what you're doing (if you're outdoors, you can also take a photo)
- The data gets sent back — anonymously and securely — to our data store, along with your approximate location from the iPhone's GPS, and a noise-level measure



what's in it for you?

- **Interesting information about your own happiness**, which you can download or see charted inside the app — including when, where and with whom you're happiest
- The warm glow of helping increase the sum of human knowledge

what's in it for us?

- We're particularly interested in **how people's happiness is affected by their local environment** — air pollution, noise, green spaces, and so on — which the data from mappiness will be absolutely great for investigating
- We hope to have results published in academic journals and elsewhere — whatever we produce will be linked from here

[get the app](#)[tell me more](#)

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We have **41,260** participants. We'd love more. Please share!

tweeted

[@mappiness_app](#)
[#mappiness](#)



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blogged

Keep up to date by subscribing to [our research blog](#). Is Blue Monday a myth? Where are mappiness users located? [And more...](#)



TEDxBrighton 2010, 'Reasons to be cheerful'
Mapping happiness across space and time

17 February 2011



[also on YouTube \(works on iPhone/iPad/iPod\)](#) and [on the TEDxBrighton website](#)

as seen on tv

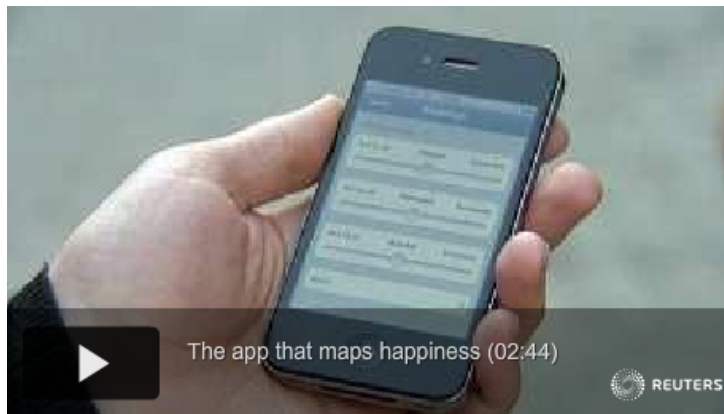
On BBC One, BBC News Channel and BBC World News
Click

16 October 2010

mappiness features on Click, the BBC's flagship technology programme
[see it on the BBC website](#) (15.45 – 16.30)

From Reuters
The app that maps happiness

13 October 2010



[see it on the Reuters website](#) — or [watch in Spanish on BBC Mundo](#)

On CNN's Connect The World
App to map happiness

| 2 September 2010



[also on the CNN website](#)

on the radio

On BBC Radio 4
Click On

| 11 April 2011

Researcher George MacKerron discusses the mappiness project with Simon Cox
[listen to the interview](#) (23.34 – 28.46)

On NPR
Marketplace Morning Report

| 5 April 2011

"Happiness is just a smartphone app away" with David Brancaccio
[listen to the interview](#) or [see the transcript](#)

On News/Talk WJR 760am
The Paul W Smith Show

| 20 October 2010

"There's an app for that": Paul W speaks to researcher George MacKerron
[listen to the interview](#)

On BBC Radio 2

| 11 October 2010

Simon Mayo Drivetime

Lead researcher George MacKerron talks to Rebecca Pike about mappiness' preliminary findings

[hear it via BBC iPlayer until 17 Oct 2010](#) (1:35.20 – 1:37.58)

On BBC Radio 5 live
5 Live Drive

11 October 2010

mappiness researcher George MacKerron discusses the happiest days of the week with 5 Live Drive's Peter Allen

[hear it via BBC iPlayer until 17 Oct 2010](#) (26.50 – 29.10)

On the BBC World Service
Newshour

11 October 2010

Is Tuesday the new Monday? James Coomarasamy quizzes mappiness researcher George MacKerron

[hear it via BBC iPlayer](#) (50.00 – 53.00)

On BBC local radio
Drivetime and breakfast shows

2010 & 2011

mappiness has also featured on BBC local radio in Scotland, the West Midlands, Berkshire, Kent, Lancashire, Solent and Sussex

in the press

In the Wall Street Journal
The Really Smart Phone

23 April 2011

Researchers are harvesting a wealth of intimate detail from our cellphone data, uncovering the hidden patterns of our social lives

[read more in the Wall Street Journal](#)

In the Observer
George MacKerron: 'I can measure how happy you are – and why'

13 February 2011

George MacKerron is the inventor of Mappiness, an iPhone app that collates information from thousands of people to find out when, where and why we are at our happiest

[read more in the Observer](#)

In the Vancouver Sun
How the smart phone can help you do the right thing

12 February 2011

Good sustainability decisions are so much easier to make because of emerging connectivity media

[read more in the Vancouver Sun](#)

On the front page of Le Figaro!
Le mardi est déprimant, foi de Britanniques (Tuesday is depressing, say British)

12 October 2010

Le lundi, en dépit de sa sinistre réputation, ne serait pas le jour le plus haïssable de la semaine. À en croire des chercheurs de la London School of Economics (LSE), c'est plutôt aux mardis qu'une majorité de la population britannique réserverait ses humeurs les plus sombres.

[see the story \(in French\) in Le Figaro](#)

In the Daily Mail

12 October 2010

Forget manic Monday, terrible Tuesday is really the most depressing day of the week

If you woke up this morning thinking the toughest day of the week had been and gone, you were wrong. Mondays may have long been thought of as miserable, but we're more likely to feel down in the dumps on a Tuesday.

[read more in the Daily Mail](#)

In the Telegraph

11 October 2010

Mondays less miserable than Tuesdays, research finds

Bob Geldof famously sang about his dislike of Mondays, but it appears that most people find Tuesday the most miserable day of the week.

[read more in the Telegraph](#)

In the Daily Mail

11 October 2010

Tuesday is the day we hate most and Slough makes people miserable

When Bob Geldof wrote his hit song I Don't Like Mondays, it became an anthem for every office worker who enjoy their fun-filled weekends and hate the beginning of the week and back to the daily grind. Now a survey using smartphone technology has revealed that Tuesday and not Monday is the day most people feel miserable.

[read more in the Daily Mail](#)

In the Sunday Times

10 October 2010

Get the app, join the happy map

An experiment by the London School of Economics has charted the "emotional index" of the nation, as volunteers keep a track of their emotional states using smartphone technology.

[read more in the Sunday Times \(paywalled\)](#)

In the Independent

2 October 2010

The 50 best apps

mappiness makes the Independent's top ten in this round-up of the best iPhone apps.

[see it in the Independent](#)

From Mary Ormsby in the Toronto Star

17 August 2010

Happy? Touch this.

Remember when Lucy hugged Snoopy and happiness was a warm puppy? Now, that feel-good state is defined by data bouncing off satellites.

[read more in the Toronto Star](#)

In the Telegraph

16 August 2010

Apple iPhone to 'map happiness'

Mappiness officially launches today, and aims to help researchers understand how people's feelings are affected by their immediate environment. Pollution, noise, weather conditions and green space will be among the factors that data will be compared against.

[read more in the Telegraph](#)

On Mark Prigg's Evening Standard blog

16 August 2010

Tracking Britain's happiness via mobile phones

Researchers at the London School of Economics and Political Science have launched a new iPhone app designed to track how happy the UK is.

[read more in the Evening Standard](#)

In the Independent on Sunday

15 August 2010

The secret of happiness: Family, friends and your environment

In an attempt to better understand how people's feelings are affected by their immediate environment researchers from the London School of Economics will tomorrow launch a "mappiness" project, which aims to track British happiness. Using a free iPhone app, researchers will ask users how they feel at regular intervals, using GPS to pinpoint their location.

[read more in the Independent](#)

and elsewhere

From Oran Parker's blog

19 January 2011

Just how happy are you? "Mappiness" can help you find the answer

What makes this app ultimately work for me is that it's not heavy. It's easy to set up, and easy to use. Also, it's being used for a positive purpose, and helps remind me to constantly ask, "Oran, are you happy?"

[read more on Oran's blog](#)

On the 'healthier, happier, more productive' blog

18 November 2010

Mappiness

Happiness research may seem easy to criticise. How can we get reliable data? Will participants answer honestly in a survey? If they are filling the survey at school or work how does that environment affect their feelings and answers? ... Some of these problems might just have been solved by combining smart-phones and surveys.

[read more at 'healthier, happier, more productive'](#)

At Vervacious

1 September 2010

On mappiness and happiness

If you haven't caught up with it yet, it's what can only be described as serious fun: an attempt to map different daily levels of happiness linked by iPhone satnav to where you are on the UK map.

[read more at Vervacious](#)

At discovery.com's Planet Green

23 August 2010

Mappiness iPhone App Pinpoints Happy Places

It's commonly thought that if we're happy, we make those around us happier too; conversely, if those around us are happy, we feel happier along with them. So what if you could stake out where the happiest places are located and go there -- or let people know where we're happiest so they can join in? UK researchers are hoping to uncover environmental factors in what makes people happy, and are using one of the most handy tools available -- iPhones.

[read more at Planet Green](#)

At Fast Company

18 August 2010

Mappiness iPhone App Measures Happiness in the UK

A pair of researchers from the London School of Economics' Department of Geography & Environment are measuring happiness throughout the UK. And to do it, they've created an iPhone app called Mappiness.

[read more at Fast Company](#)

From Parmy Olson at Forbes

18 August 2010

Dr. iPhone's Happiness App

PhD students are smart, but George MacKerron is in a class of his own. As part of the final year of his research at the London School of Economics, MacKerron, 31, has found a novel way of collecting data for his doctorate: an iPhone application.

[read more at Forbes](#)

On TechCrunch

16 August 2010

Mappiness iPhone App Maps Happiness (Say That Three Times Fast)

Officially launching today is Mappiness, a UK iPhone app that "maps Happiness" by pinging users with a survey in order to plot out their feelings during the day.

[read more on TechCrunch](#)

Richard Layard

13 August 2010

"A revolutionary research idea"

Professor Lord [Richard Layard](#), Director of the [Well-being Programme](#) at LSE's Centre for Economic Performance, says:

Mappiness is a revolutionary research idea. It is the best method so far devised for understanding how people's emotions are affected by the buildings and natural environment in which they move.




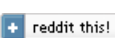
On the nef blog

10 August 2010

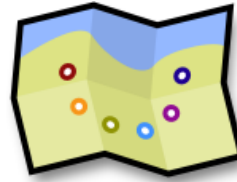
Real-time happiness data launched for the UK

Having downloaded the app a few days ago I can report that responding is more fun and less onerous than it might sound – and the personal stats it generates provides a really interesting insight in to when and how my mood has been changing.

[read more on the nef blog](#)

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We have **41,260** participants. We'd love more. Please share!



when are we happy?

The **hedonimeters** on the right display mappiness users' happiness in real-time, compared against the all-time average.

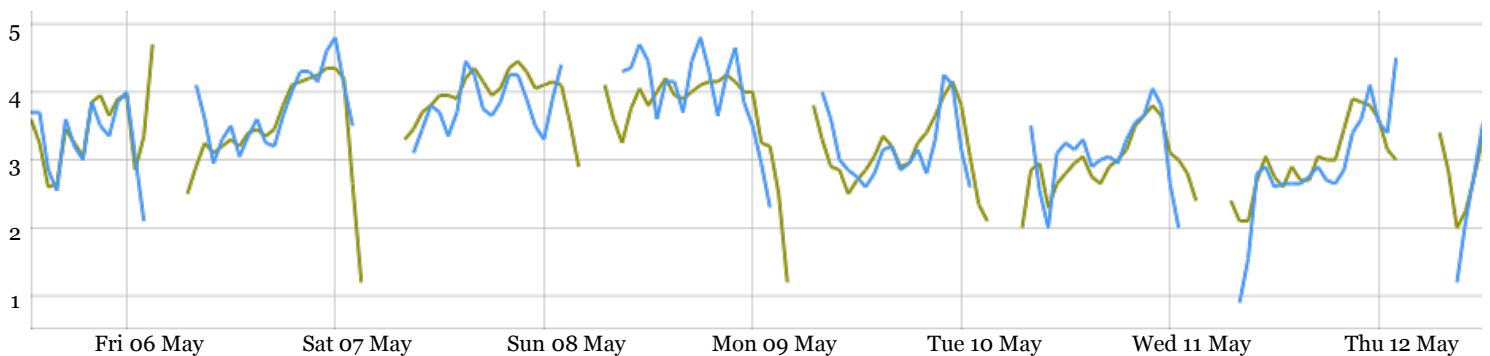
Below, happiness levels are charted hour by hour over the past week.



UK



London



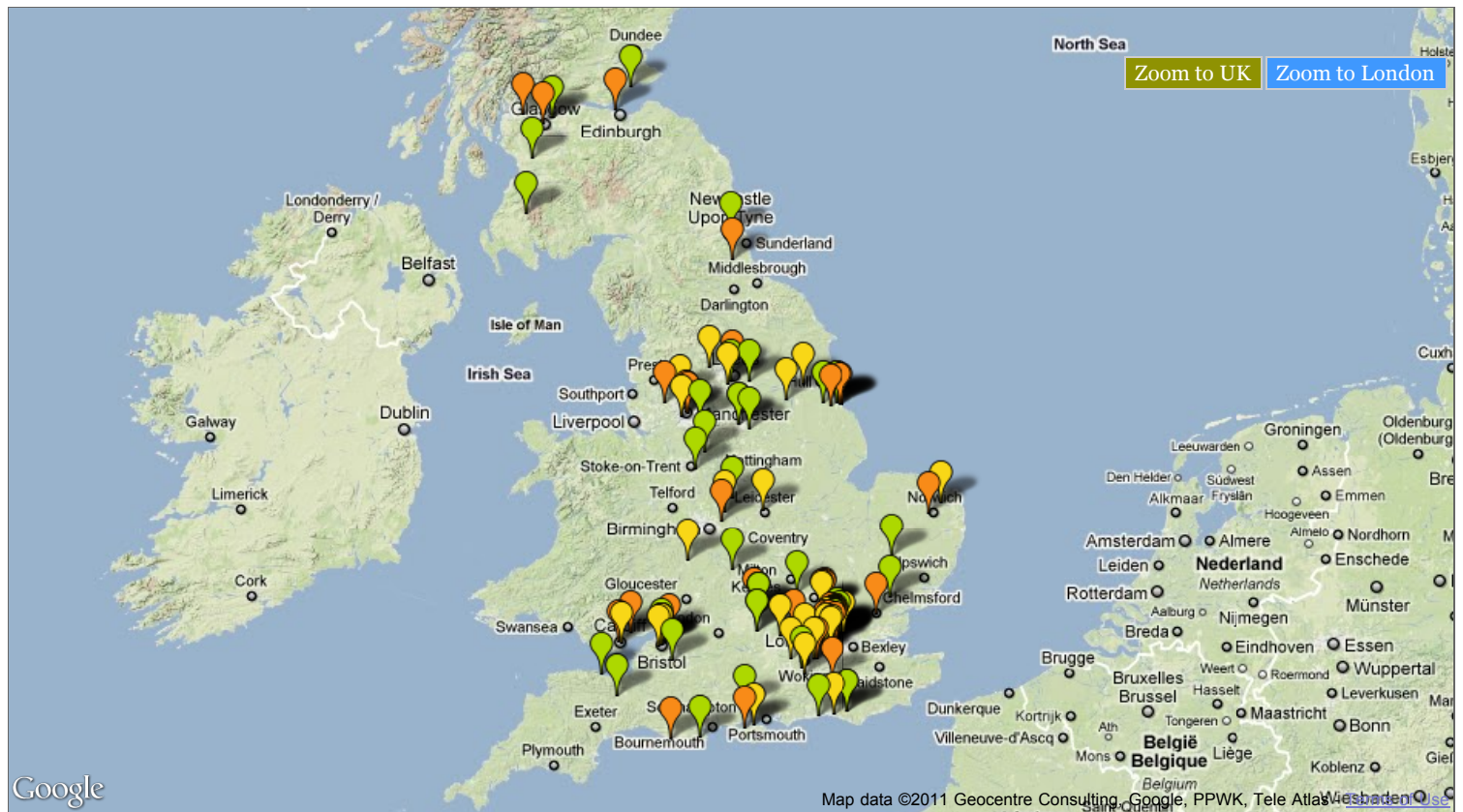
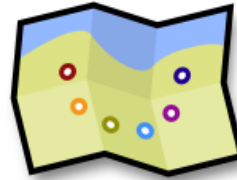
Click and drag to zoom. Double-click to zoom back out.

hedoniwhat?

As imagined in 1881 by the economist [Edgeworth](#),





... let there be granted to the science of pleasure what is granted to the science of energy; to imagine an ideally perfect instrument, a psychophysical machine, continually registering the height of pleasure experienced by an individual, exactly according to the verdict of consciousness, or rather diverging therefrom according to a law of errors. From moment to moment the hedonimeter varies; the delicate index now flickering with the flutter of the passions, now steadied by intellectual activity, low sunk whole hours in the neighbourhood of zero, or momentarily springing up towards infinity. The continually indicated height is registered by photographic or other frictionless apparatus upon a uniformly moving vertical plane ...

(David Colander, 2007. Edgeworth's Hedonimeter and the Quest to Measure Utility. *Journal of Economic Perspectives* 21 p. 217. [JSTOR](#))



where are we happy?

These are the places where mappiness users have most recently reported feeling happy.

 Share  74  0  reddit this!

We have **41,260** participants. We'd love more. Please share!

who's behind this?

mappiness is created by [George MacKerron](#) and [Susana Mourato](#) of the [Department of Geography & Environment](#) and the [Grantham Research Institute on Climate Change and the Environment](#) at the [London School of Economics and Political Science](#) (LSE).

We want to better understand how people's feelings are affected by features of their current environment—things like air pollution, noise, and green spaces.

We'd love to hear from you.

- [Use our feedback forum](#) to share your thoughts
- Email: g.j.mackerron@lse.ac.uk or s.mourato@lse.ac.uk
- Or call: [+44 \(0\)20 7193 7369](tel:+442071937369)



tell me more about the app

what will I do?

First, you'll need to [download the free app to your iPhone](#).

You'll provide some basic demographic and health-related information, and confirm some settings in order to sign up.

After that, you'll receive a notification (beep) on your iPhone between one and five times a day, at your choice. This will come at a random moment during hours you agree.

The notification will prompt you to open the app, to briefly report how you're feeling and—in very broad terms—who you're with, where you are, and what you're doing. If you're outdoors and you're happy to, you'll take a photo of your surroundings too.

(You can also open the app and report on your feelings and situation, unprompted, as often as you like).

how long will it take?

The sign-up process should take no more than 5 minutes. The daily reports on your feelings and situation will take about 30 seconds each.

You can keep taking part in the study for as long (or short) a period as you want.

what data will I be sharing?

While you report your feelings and situation, the app will use your iPhone's GPS (sat-nav) to discover your approximate location. It will also use the microphone to measure ambient noise levels (but it *won't* record any sound).

When you finish responding, the app will send the answers, noise level measure, location data and photo (if you took one) to our secure data

store.

what will you do with this data?

We'll use it solely for our academic research.

We'll apply statistical methods to the combined responses from everyone taking part. We'll use the location data to estimate what the environment was like in the places where people responded. And we'll be looking at the effect of this on people's feelings, while controlling for some other potential influences.

If you're curious to see what we find, please come back to this site from time to time: we'll be posting results here. We also hope to present our findings in academic journals and at conferences, and to make sure policy-makers are aware of anything important.

In all cases, we'll never report any individual's responses—only information at the group level.

and the photos?

If you take a photo we may try to classify it, either manually or using a computer program, to add extra information about your immediate surroundings (for example, are there trees visible?).

If you explicitly agree—and we'll check this with you for every photo—we may also feature it on [the map](#).

is it anonymous?

Yes. We won't know who you are. We don't ask for your name or for any other identifying information, and we don't need your phone number to send notifications to your iPhone. In principle, given enough responses, it might be possible to identify you from your location data, but we promise we won't try.

is it confidential?

Yes. We won't disclose your data to any third party unless (1) we're required by law to do so, or (2) we do so under a strict contractual agreement with other academic researchers, exclusively for the purpose of academic research at a recognised institution.

is it secure?

Yes. All communication between the app and our data store is over an SSL-encrypted connection, the same kind used for online banking and shopping. The data store is a firewalled and fully updated Linux server.

is it easy to get out of?

Yes! Taking part is completely voluntary. You can withdraw at any time and without giving a reason: just delete the app from your iPhone. You could also ask us to delete all your data from our data store.

Alternatively you can take a break from the study by changing your notifications per day to zero on the Settings screen within the app.

how much data does it use?

Not much. Responding to a notification generally uses as much data as sending a brief email (around 1KB). If you're outdoors and take a picture, it's more like viewing a simple web page (15 – 20KB). Getting your status when you open the app uses less than 1KB. Viewing your graphed responses uses about 3KB.

So if you respond to two beeps per day, and you take a photo on 20% of

these occasions, you'll use about 350KB per month. (If you have an inclusive data bundle, this is probably less than 0.1% of it.)

You may want to turn off data when you're abroad (roaming), though, as this can be very expensive.

I'm not in the UK — can I take part?

You're welcome to, but we may not use your data in our research. And look out for the time difference when setting the hours when you can be beeped: all times in the app are UK times (GMT or GMT+1).

I have another question...

Great. Please get in touch: see our [contact details at the top of this page](#).

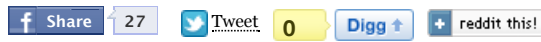
Many thanks are due to:

- all our app users and testers.
- our colleagues, for encouragement and good ideas.
- the [Economic & Social Research Council](#), for funding enabling this work.



This project sits on top of a huge stack of free and open-source software. So we'd also like to thank the authors of and contributors to:

[pyapns](#), [Cocoa With Love](#), [Bluff](#), [json-framework](#), [Listener](#), [GeoRuby](#), [Spatial Adapter](#), [ActiveRecord](#), [Ojay](#), [YUI](#), [960 Grid System](#), [dygraphs](#), [FlashCanvas](#), [PostGIS](#), [PostgreSQL](#), [Sinatra](#), [Rack](#), [Ruby](#), [Phusion Passenger](#), [nginx](#), [Ubuntu](#).



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thanks